

SBE CHAPTER 70 - CLEVELAND/AKRON

SBE 70 MINUTES

WEWS-TV Studios
3001 Euclid Avenue
Cleveland OH 44115

Gather at 7:00pm
Meeting at 7:30pm

February 2012
Vol. XX Number 2

Meeting Info for February 14th

Hello all members and friends of SBE Chapter 70. Thanks go out to everyone who attended the planning meeting for the local Ennes sessions. A good meal was had by all. The planning committee has info for the membership about our ideas for having an Ennes workshop here in Cleveland this year. Please plan on attending so we can get your ideas and we will be voting on the proposal.

Our next meeting will be on Tuesday February 14th, happy valentine's day to you all! We will be meeting at WEWS-TV at 3001 Euclid Avenue, Cleveland, Ohio 44115. For those who missed our last meeting there in Sept. 2010 the parking for WEWS is south of the station across Euclid Ave. on E. 30th St.

Our program will be from Jonathon Powell, North American Sales Manager for Advanced Fiber Products, LLC. He has been involved in the broadcast industry for nearly 30 years, working in various sales capacities for manufacturer's such as Belden/Telecast Fiber Systems, 360 Systems, Harris, and Leitch. Jon also has worked for two of the preeminent systems integrators in the U.S, as a regional system sales consultant. The presentation covers the basics of fiber technology & terminology, and centers upon its broadcast application, with a focus on real-world, field use. It's designed to be a refresher and an update for the station engineer who hasn't dealt extensively with the subtleties & details of fiber implementation up to this point. It promises to be another educational night so stop by at the usual times, gather around 7pm with our meeting to start at 7:30.

Blake Thompson CBNT
Director of Engineering
WZIP-FM / Z-TV www.wzip.fm
SBE Chapter 70 Program Chair

CHAIRMAN'S CHAT

by Ed Miller, CPBE

At our January dinner-meeting, held at Bob Evans Restaurant, Route 77 and Rockside Road, some Chapter 70 members joined the Officers and Program Chairman in a planning session for hosting an Ennes Workshop. Items discussed included convenient location (venue), time of year, day of week, invitation to attendees from surrounding areas, cost for participation, sponsorship, recommendations for workshop topics and other pertinent details.



Although, it was not finalized, sense of the group was positive to move forward with the planning effort. Several attendees were asked to research individual elements and report back to the group. As of this writing, most action items have been addressed and majority vote favors continuing our efforts.

That being said, the path is cleared to present our findings to those attending our February meeting. It is the hope of

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this ad hoc planning committee that membership will concur with our recommendations. As you are aware, the Ennes Workshop is a well-known educational seminar presented three to four times a year covering technical subjects of specific and general interest in support of the broadcast industry. It attracts nationally recognized speakers/presenters from near and far. Locations vary throughout the country. This effort would be a "first" for Cleveland and Chapter 70.

Although a substantial amount of support-effort is required of our chapter, we benefit from the assistance and organizational expertise provided by the National Office for event-planning and topic presentation. Chapter 70's main responsibilities would include "spreading the word" by extending an invitation to statewide and adjacent state educational institutions and SBE chapters; determining workshop registration fees; inclusion of technical topics representing market interest and soliciting sponsorship financial support from local vendors and manufacturers. Chapter 70 may also incur some supplemental monetary payout responsibilities should sponsorship and attendee participation fall short of expectations. As we move forward, you are all encouraged to join us at our February "Fiber Optic" meeting for an up-date on this most worthwhile effort.

Edward J. Miller, CPBE
SBE National Past-President, SBE Fellow,
SBE Chapter 70 Chairman

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Cleveland Arbitron PPM loses accreditation

Arbitron has been informed by the Media Rating Council that it has withdrawn the accreditation of the monthly AQH radio ratings data produced by the PPM service in five markets: Cleveland, Portland OR, Riverside-San Bernardino, Salt Lake City-Ogden-Provo, and Tampa-St. Petersburg-Clearwater.

Nine PPM markets remain accredited by the MRC: Atlanta, Cincinnati, Houston (DMA), Kansas City, Milwaukee-Racine, Minneapolis-St. Paul, Philadelphia, Phoenix, and St. Louis.

The MRC accreditation status in the remaining PPM markets is unchanged. Those 34 markets continue to be unaccredited.

Consistent with our longstanding priorities, we will work to retain accreditation where we have it, to regain accreditation where it was withdrawn, and to achieve accreditation in our remaining PPM markets. As always, we will continue our work with the MRC in order to address its concerns.

(Source: Arbitron Press Release, February 1, 2012)



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NEWS



Webinar: Ohio radio license renewal is this year

This event will take place on February 15, 2012 at 10:00 AM courtesy of the Ohio Association of Broadcasters.

Ohio radio station license renewals must be filed with the FCC by **June 1, 2012**.

To assist our member stations in preparing for the renewal process, the OAB will conduct a license renewal webinar on **Wednesday, February 15, 2012, from 10:00am – 11:00am**.

This webinar – presented by the OAB's FCC legal counsel, Brooks Pierce McLendon Humphrey & Leonard – will fully review the license renewal process, from the pre-filing announcement, filing the renewal application (including the EEO report), and post-renewal announcements. The session will also discuss changes to the application and renewal process since the last renewal cycle eight years ago.

The webinar is offered at no cost to OAB member stations, however [pre-registration](#) is required.



Chapter 70 January meeting at Bob Evan's Restaurant

SBE 2012 Certification Exam Schedule



Exam Dates	Location	Application Deadline
February 3-13	Local Chapters	Closed
April 17	NAB Convention	March 23
June 1-11	Local Chapters	April 13
August 3-13	Local Chapters	June 1
November 2-12	Local Chapters	September 14

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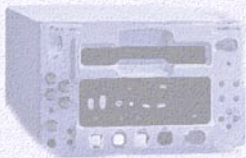
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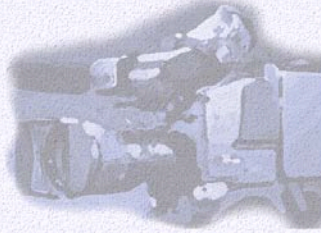
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